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The **HR TRAILBLAZER**: How Manisha Dash is Redefining **PEOPLE-CENTRIC** Leadership in the **DIGITAL AGE**

Head of HR, APAC & Director, India | **Celigo**

BUSINESS VIEWPOINT MAGAZINE

Office No. 102, Bhakti Genesis,
S. No. 245, H. No. 2B,Wakad
Aundh Main Road, Pune. 411057

Follow Us On

For Editorial Concerns
editors@businessviewpointmagazine.com

For Sales & Branding Enquiries
admin@businessviewpointmagazine.com

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info@businessviewpointmagazine.com

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SUBS

PUBLISHER
Business Viewpoint Magazine

MARKETING COORDINATOR
Suchita P.

PR & MARKETING COORDINATOR
Sohan P.

BUSINESS DEVELOPMENT EXECUTIVE
Meghana P.

CREATIVE CONTENT EDITOR
Utkarsh D.

CREATIVE DESIGN HEAD
Sankalp K.

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From THE EDITORS

Building a Future-Ready Workforce!

The workplace is undergoing a profound transformation, driven by advances in artificial intelligence, automation, and digital technologies. As industries evolve, organizations face a pivotal question: How can they create a workforce that is resilient and equipped for the future? Studies show that companies investing in continuous learning and employee experience outperform competitors by 25% in profitability and 50% in innovation. Yet, many businesses struggle to bridge the gap between talent management and organizational growth.

The traditional role of Human Resources (HR) as a support function is being redefined. What if HR could drive business success, shape company culture, and foster innovation? This is where leaders like **Manisha Dash** come into play. As the **Head of HR, APAC & Director, India at Celigo**, Manisha is blending people-centric leadership with data-driven strategies, revolutionizing HR practices to empower employees and foster a culture of continuous growth.

Manisha's leadership at Celigo has led to remarkable achievements, including the company's recognition as a **"Great Place to Work"** in India. Her innovative approach integrates AI-driven methodologies into HR functions, enhancing talent acquisition, employee engagement, and learning and development. By leveraging data analytics and AI-powered insights, Celigo is not only transforming how employees learn and grow but also ensuring they stay aligned with business goals.

Manisha's work exemplifies how HR can evolve from a support function to a strategic partner, directly contributing to organizational success and shaping the future of work. Through her leadership, Celigo is building a workforce that's agile, empowered, and future-ready.

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COVER STORY

10

Manisha Dash

CONTENTS

ARTICLE

20 Myntra's History A Journey from Startup to Fashion Giant

ARTICLE

24 Application Programming Interfaces (APIs): Transforming the Digital Landscapes.

ARTICLE

30 Top Business Summits to Attend in India in 2025

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It's time for time off. Now flying from SFO to Maui and Oahu.

The HR Trailblazer: How

MANISHA DASH

is Redefining People-Centric Leadership in the Digital Age

Head HR, APAC & Director, India | Celigo

Is Your Workforce Ready for the Future?

Our workplace is evolving. Artificial intelligence, automation, and digital transformation are reshaping industries, leaving organizations with a crucial question: How can they build a workforce that is resilient and future-ready?

Studies show that companies investing in continuous learning and employee experience outperform competitors by 25% in profitability and 50% in innovation. Yet, many businesses still struggle to bridge the gap between talent management and organizational growth.

What if HR could be more than just a support function? What if it could drive business success, shape company culture, and foster innovation?

Enter **Manisha Dash**, the **Head of HR, APAC & Director, India** at Celigo. A visionary HR leader with over 14 years of experience, Manisha has mastered the art of blending people-centric leadership with data-driven decision-making. At Celigo—a global AI-driven integration platform—she is spearheading transformative HR strategies that empower employees, optimize talent acquisition, and create a culture of continuous growth. Under her leadership, Celigo India has earned the prestigious **'Great Place to Work'** certification, a testament to its thriving, inclusive work environment.

But what makes Manisha's leadership stand out in a world where HR is often seen as just another department? How is she leveraging AI and innovative methodologies to redefine employee engagement and development? Let's dive into her inspiring journey, the HR revolution she is leading at Celigo, and what the future of work looks like under her leadership.

A Visionary in the HR Domain

With over 14 years of diverse experience across various HR domains, Manisha is more than just an HR professional—she is a change-maker. Her expertise spans Performance Management, Talent Engagement, Talent Acquisition, Compensation and Benefits, Leadership, Training and Development, and HR Data Analytics. However, her real strength lies in strategizing and implementing HR policies that enhance organizational efficiency.

Her journey in HR has been marked by her ability to understand the nuances of dynamic startup environments while also excelling in well-established organizations. She seamlessly blends traditional HR methodologies with modern AI-driven techniques, ensuring that Celigo remains a powerhouse in the industry. Her leadership style is defined by collaboration, empowerment**,** and continuous innovation, making her a force to reckon with in the HR industry.

celigo

Revolutionizing the Integration Landscapec

At its core, Celigo is an AI-driven integration platform as a service (iPaaS) that empowers both IT and business users. In today's digital era, where businesses rely on multiple software applications to function efficiently, Celigo simplifies integration by enabling seamless data synchronization and process automation.

Founded in Silicon Valley, Celigo has grown from a small startup operating out of a garage to a global enterprise with six offices worldwide. The company's name, derived from 'Central' and 'Ligo' (Latin for 'to tie or bind'), perfectly encapsulates its mission—to centralize and integrate applications effortlessly. Today, over 5,000 customers trust Celigo's iPaaS platform, leveraging its user-friendly interface, integration templates, and advanced tools to optimize their operations.

The company takes immense pride in its 360-degree feedback system, innovative employee well-being initiatives, and personalized learning platforms, ensuring that every employee has the opportunity to grow and thrive.

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COVER STORY

Revolutionizing HR at Celigo

As the Head HR, Manisha has played a crucial role in shaping the company's HR policies. Under her leadership, Celigo has embraced cutting-edge HR methodologies that are transforming employee development, training, and overall workplace culture.

1. A Modern Approach to Employee Training

Recognizing the fast-paced evolution of skills and technology, Manisha has integrated progressive training methodologies at Celigo. Some of the standout approaches include:

- **Microlearning:** Short, targeted learning modules that make it easier for employees to upskill quickly.
- **Data-Driven Insights:** AI-powered analytics help identify skill gaps and provide personalized training recommendations.
- **Soft Skills Development:** While technical expertise is crucial, Celigo emphasizes interpersonal skills, leadership development, and communication training.
- **Blended Learning:** A mix of online courses, hands-on workshops, and mentorship programs caters to diverse learning styles.
- **Career Pathing Framework:** Employees have clear career trajectories, helping them stay motivated and engaged.

By incorporating AI-driven HR initiatives, Celigo is redefining how HR interacts with employees, ensuring that engagement, retention, and productivity remain high.

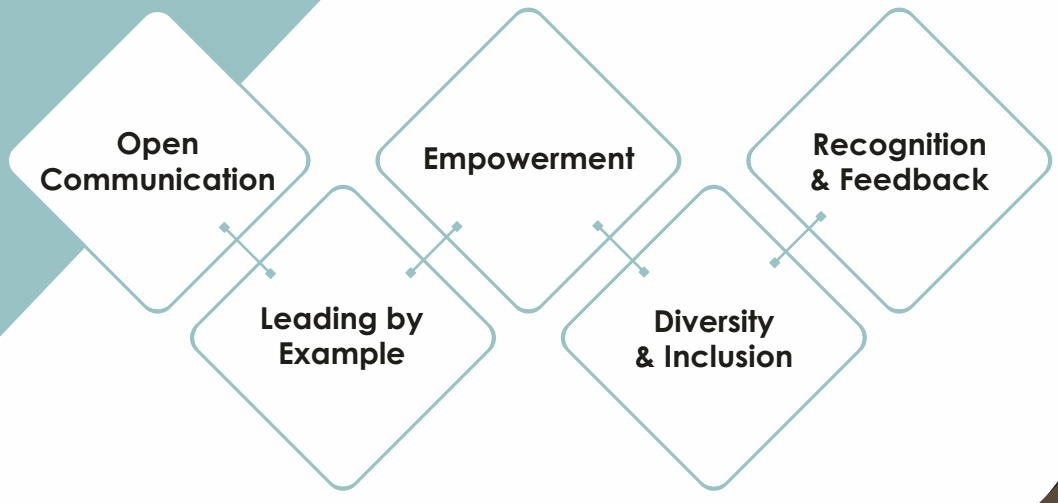
2. AI-Driven HR Processes

HR is no longer just about administrative functions; it has become a strategic enabler of business success. Under Manisha's leadership, Celigo has embraced AI in several HR functions, including:

- **AI-Powered Talent Acquisition:** Smart algorithms help streamline recruitment, enhancing speed and quality.
- **Predictive Analytics for Employee Engagement:** AI analyzes employee sentiment and behavior to proactively address concerns and improve engagement.
- **Automated Learning & Development Platforms:** Personalized learning journeys ensure that employees receive training tailored to their needs and career aspirations.

“AI isn't just transforming business operations; it's revolutionizing HR as well. At Celigo, we are harnessing its potential to create a workplace that is dynamic, responsive, and future-ready,” says Manisha.

Key Aspects of Manisha's Leadership



Key Aspects of Manisha's Leadership

- **Open Communication:**Encouraging employees to voice their concerns, ideas, and feedback.
- **Leading by Example:**Setting a strong work ethic and high standards for the team.
- **Empowerment:**Trusting employees with responsibilities and encouraging them to take initiative.
- **Diversity & Inclusion:**Promoting a workplace where everyone, regardless of background, has an equal opportunity to grow.
- **Recognition & Feedback:**Acknowledging employees' contributions while providing constructive feedback.

The Driving Force Behind Her Success

What fuels Manisha's drive every day? The answer is simple: a passion for creating a thriving workplace and seeing employees succeed.

“My motivation stems from fostering a positive work environment, nurturing talent, and ensuring that Celigo remains an employer of choice. HR isn't just about policies; it's about building relationships, understanding people, and creating a workplace where everyone feels valued and empowered,” she states.

Her goal is to elevate HR from being a support function to being a strategic partner that directly contributes to Celigo's growth. By aligning HR strategies with business objectives, utilizing data analytics, and enhancing employee experiences, she aims to showcase the tangible impact of HR on the company's success.

The Future of HR at Celigo

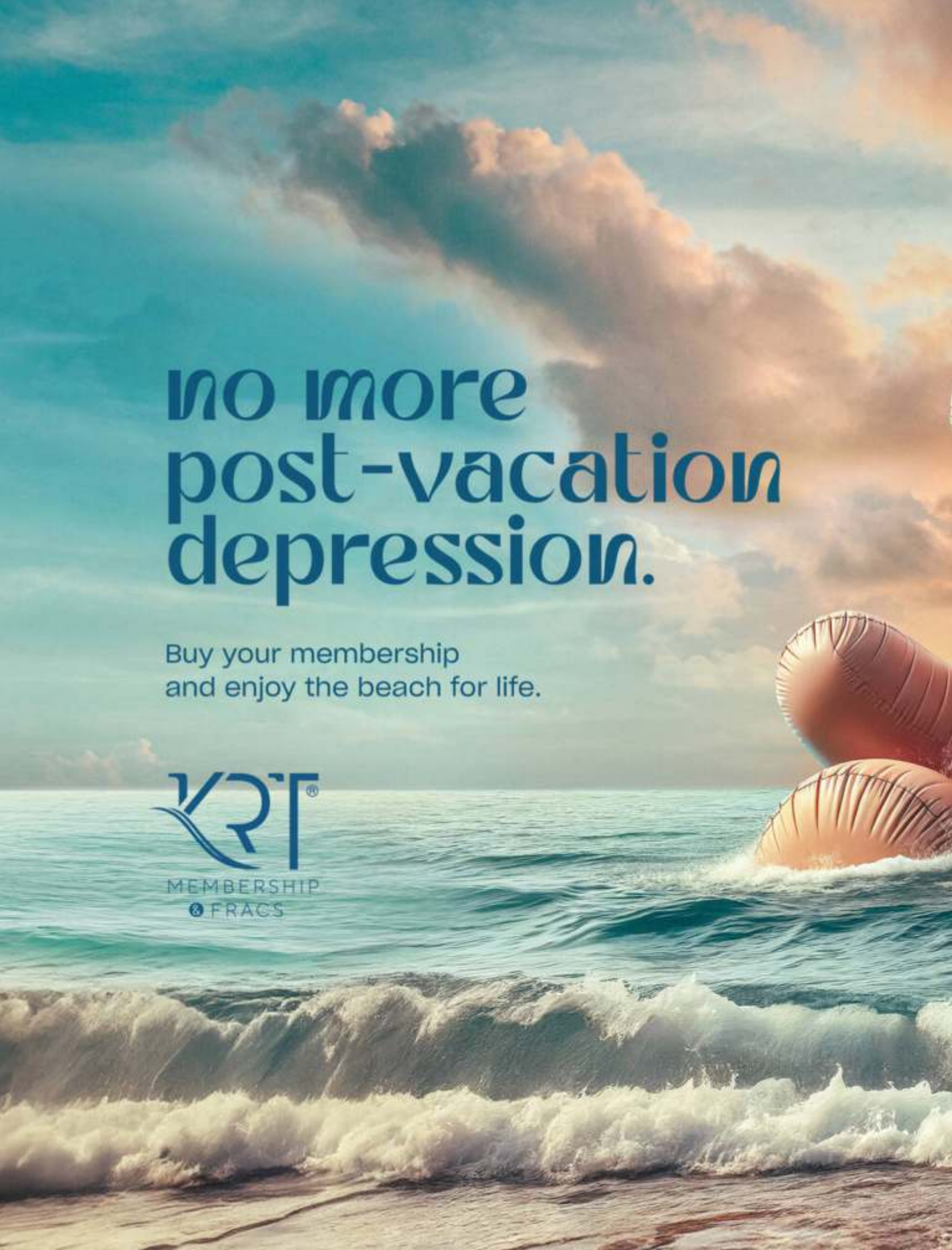
Looking ahead, Manisha envisions Celigo's HR function becoming even more data-driven, personalized, and employee-focused. Her roadmap includes:

- Expanding AI capabilities in HR to enhance decision-making.
- Implementing advanced employee wellness programs to ensure a healthier and more engaged workforce.
- Strengthening leadership development programs to build a strong pipeline of future leaders.
- Enhancing diversity and inclusion initiatives to foster a truly global and inclusive workplace.

A Legacy of Excellence

As Celigo continues its trajectory of success, Manisha stands as an inspiring leader who is redefining HR with innovation, strategic thinking, and an unwavering commitment to people. Her leadership ensures that Celigo is not just a great place to work today but will remain one in the future as well.

In a world where technology is advancing at lightning speed, one thing remains constant—the power of human potential. And at Celigo, with Manisha Dash at the helm of HR, that potential is being nurtured, developed, and unleashed like never before.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MYNTRA'S HISTORY:
A Journey from Startup to

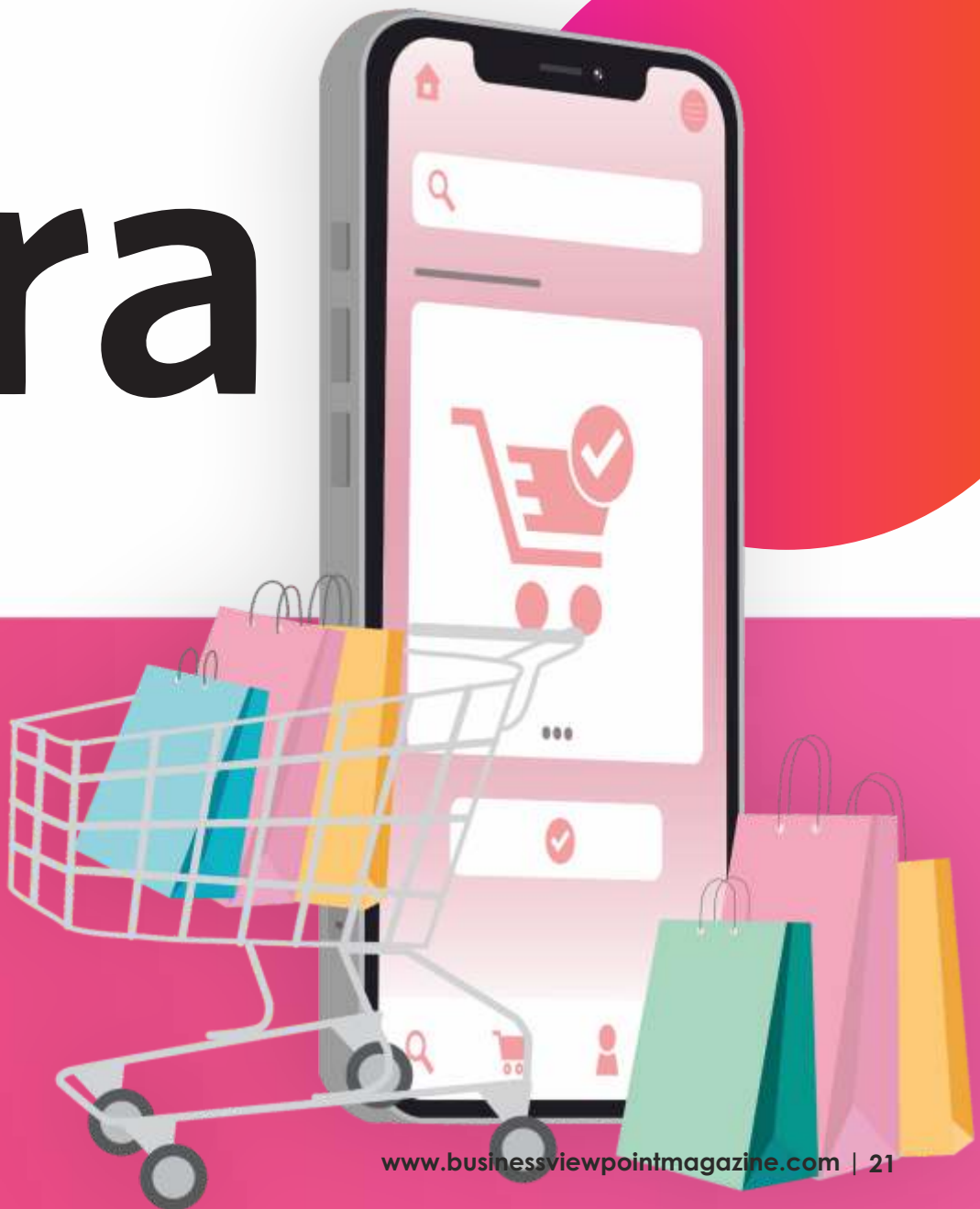
My

Trendy apparel's demand is increasing, with the increase in fashion sense among people.

"Each day is a fashion day", and fashionistas can't wait for certain occasions to dress up. For such people who need a daily dose of trendy attires, e-commerce introduced online shopping platforms, and one of those is the very famous Myntra. Keeping fashion needs in mind they are offering a variety of apparel, accessories, and other lifestyle products. Starting as a small venture into high business, Myntra created a name in the list of leading digital online shopping platforms. Let's talk about Myntra's history.

Fashion Giant

yntra



The Birth of Myntra (2007-2010)

The founder of Myntra is Mukesh Bansal, along with co-founders Ashutosh Lawania and Vineet Saxena, in 2007. Initially, it operated as a business-to-business (B2B) platform specializing in personalized gift items such as mugs, T-shirts, and other custom products. The startup gained traction by allowing customers to personalize gifts with their designs, logos, and messages.

During its early years, Myntra focused on the niche market of customization, leveraging technology to cater to corporate clients and individual buyers. However, recognizing the immense potential of fashion retail, the company decided to pivot toward fashion e-commerce, marking a crucial turning point in Myntra's history.

The Transition to Fashion E-Commerce (2011-2014)

By 2011, Myntra had fully transitioned into a fashion and lifestyle e-commerce platform, offering a diverse range of clothing, footwear, and accessories from renowned brands. This strategic shift enabled the company to tap into the growing demand for online fashion retail in India.

Key milestones during this phase:

- Expansion of Product Portfolio: Myntra partnered with major fashion brands, expanding its offerings to include domestic and international labels.
- Aggressive Marketing Campaigns: The company invested in celebrity endorsements and digital advertising to boost brand visibility.
- Technology-Driven Shopping Experience: Features such as easy navigation, personalized recommendations, and a seamless checkout process enhanced customer satisfaction.

Myntra's rapid growth caught the attention of investors and industry giants, positioning it as a formidable competitor in the Indian e-commerce landscape.

The Flipkart Acquisition and Growth Surge (2014-2018)

A major event in Myntra's history occurred in 2014 when Flipkart, India's largest e-commerce company, acquired Myntra for an estimated $330 million. This acquisition was a strategic move to strengthen Flipkart's foothold in the fashion segment and compete with global rivals like Amazon.

Following the acquisition, Myntra continued to operate as an independent entity while benefiting from Flipkart's resources and expertise. Notable developments during this period included:

- Acquisition of Jabong (2016): Myntra acquired rival fashion retailer Jabong, further consolidating its market position.
- App-Only Strategy (2015): Myntra experimented with an app-only model, requiring customers to shop exclusively via its mobile application. However, it later reinstated its website due to customer demand.
- Introduction of Private Labels: Myntra launched in-house brands like Roadster, HRX (in collaboration with Hrithik Roshan), and DressBerry, boosting profitability and brand differentiation.

These strategic initiatives cemented Myntra's status as a leader in the online fashion industry in India.

Myntra Under Walmart and Expansion (2018-Present)

In 2018, Walmart acquired a majority stake in Flipkart for $16 billion, making Myntra a part of one of the world's largest retail conglomerates. This phase in Myntra's history saw significant technological advancements, enhanced customer engagement, and deeper penetration into the Indian market.

Key highlights of this era include:

- **AI-Driven Shopping Experience:** Myntra integrated artificial intelligence (AI) to offer better product recommendations and virtual try-on features.
- **Myntra Insider Loyalty Program:** Launched to enhance customer retention and incentivize frequent shoppers.
- **Myntra Fashion Forward and Live Shopping:** Interactive shopping experiences, including influencer-driven live shopping events, increased customer engagement.
- **Sustainability Initiatives:** Myntra embraced eco-friendly packaging and promoted sustainable fashion through its "Myntra for Earth" initiative.

Despite challenges posed by competition and changing consumer preferences, Myntra continues to innovate and expand its footprint in the fashion e-commerce sector.

Mynta's Future Outlook

Looking ahead, Myntra is poised for further growth, with a focus on:

- **Expanding Private Labels:** Strengthening in-house brands to increase margins and brand loyalty.
- **Omnichannel Strategy:** Collaborating with offline retailers to integrate online and physical shopping experiences.
- **Global Expansion:** Exploring international markets to cater to the Indian diaspora and global customers.
- **Enhanced AI and AR Features:** Leveraging augmented reality (AR) for virtual try-ons and AI-driven personalization.

With its strong market presence and commitment to innovation, Myntra is set to remain a dominant force in the Indian e-commerce industry.

Don't miss: FirstCry Success Story: How India's Leading Baby and Kids Store Became a Household Name?

Conclusion

Myntra's history is an inspiration for people who want to achieve something big in the e-commerce sector. Through their brilliant strategies and vision, they made success in this area. Their achievements from a small gift platform to a big shopping platform set an example and keeping consumer demand as a primary responsibility is appreciable. Myntra is just growing every day and has the potential to top in online fashion platform all over the world.

DATA
API

APPLICATION PROGRAMMING INTERFACES (APIS):

Transforming the Digital Landscape

In today's tech-driven world, digital connectivity and seamless communication between different software systems are essential. The behind-the-scenes magic that enables this smooth interaction is powered by Application Programming Interfaces (APIs). APIs have become the backbone of modern software development, revolutionizing how companies design, build, and scale their digital solutions. In India, where the digital transformation is in full swing, understanding APIs and their role is crucial for businesses, developers, and consumers alike.

What is an API?

An Application Programming Interface (API) is essentially a set of rules or protocols that allows different software applications to communicate with each other. Think of it as a bridge that connects two systems, enabling them to exchange data and functionalities. APIs are what allow your smartphone apps to interact with servers and databases, ensuring that when you request a service—be it booking a cab, ordering food, or checking your bank balance—the app can fetch the relevant information from a remote server in real time.

For example, when you use a payment gateway to make a purchase online, the gateway's API enables your bank's software to communicate with the merchant's platform. This seamless integration is what makes digital transactions possible. APIs are at the core of many of the conveniences we enjoy today, whether it's integrating social media with websites or enabling real-time data analytics.

The Evolution of APIs in India

In India, where digital platforms are proliferating at an unprecedented pace, Application Programming Interfaces (APIs) have gained prominence across various sectors. Be it the banking industry, the e-commerce sector, or even government-led initiatives, APIs play a pivotal role in enhancing service delivery and improving user experience.

The Unified Payments Interface (UPI), developed by the National Payments Corporation of India (NPCI), is an excellent example of how APIs are transforming financial transactions. UPI's API connects various banks and financial service providers, enabling seamless peer-to-peer and merchant transactions. This has drastically simplified payments in India and has contributed significantly to the government's push toward a cashless economy.

Additionally, APIs are also driving India's digital public infrastructure. The government's DigiLocker initiative, which allows citizens to store and share official documents digitally, relies on APIs to enable secure and authenticated access across various departments and service providers.

Why are APIs Important?

The significance of Application Programming Interfaces (APIs) goes beyond just enabling software-to-software communication. APIs unlock new opportunities for businesses, developers, and users in several ways:

- **Efficiency and Automation:** APIs allow businesses to automate tasks and improve operational efficiency. For instance, using APIs, e-commerce platforms can automate inventory management by connecting their system with suppliers' databases. This means that stock levels are automatically updated, reducing human error and saving time.

- **Scalability:** With APIs, companies can easily scale their services. For example, an e-commerce platform can integrate payment gateways, logistics solutions, and customer service tools via APIs, thus scaling its operations without building everything from scratch.

- **Customization and Flexibility:** APIs provide the flexibility to customize services according to specific business needs. For instance, businesses can use different APIs to offer personalized recommendations to their users, improving customer experience.

- **Interoperability:** In an era where multiple software systems are used to run business operations, APIs ensure that these systems can work together seamlessly. APIs provide the standardization needed for different applications to communicate with each other, making businesses more efficient.

Types of APIs

APIs come in different forms, each serving unique purposes depending on the requirements of the software system. Here are the most common types of APIs:

- **Open APIs (Public APIs):** These APIs are available to developers and other users with minimal restrictions. They are meant to be used by external developers to enhance their applications. For example, Google Maps API allows developers to integrate location-based services into their apps.

- **Partner APIs:** These are APIs that are shared with specific partners, usually under some form of licensing or business agreement. A company may share its API with a business partner to integrate services between their respective platforms.

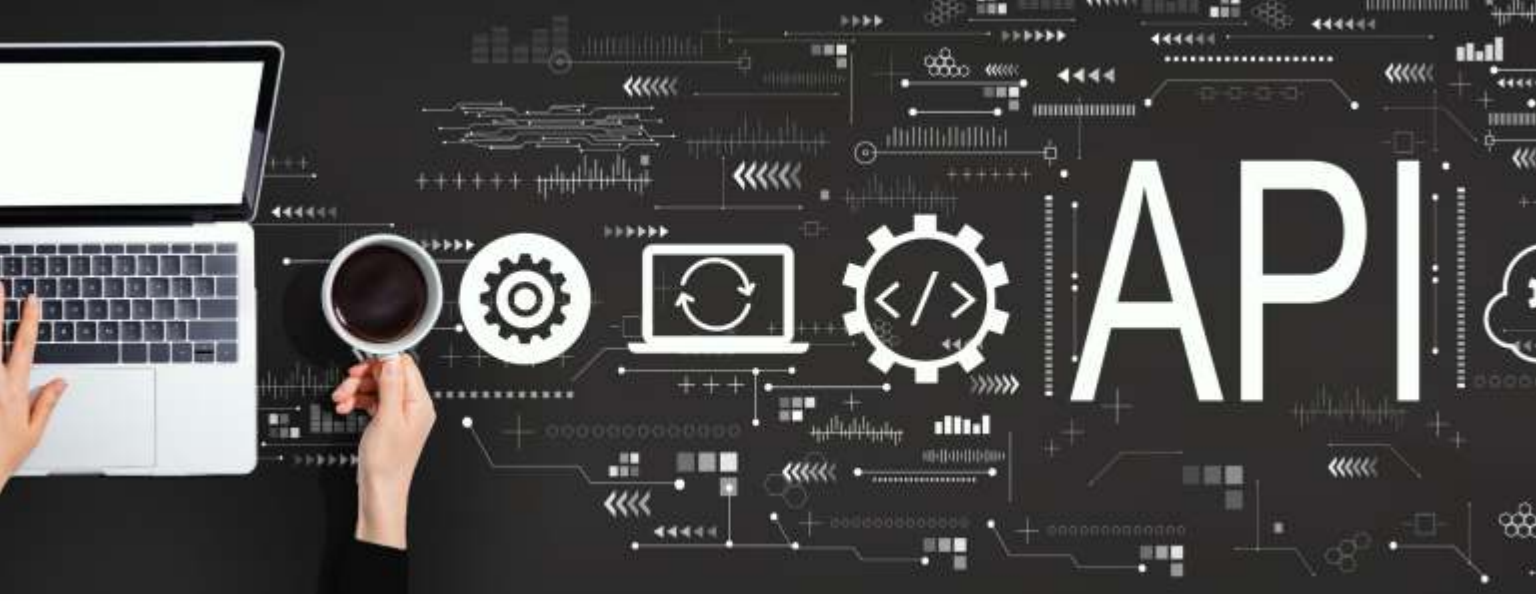
- **Internal APIs (Private APIs):** These are designed for use within an organization to improve internal processes. For example, a company may have an internal API that connects its customer management system with its sales platform to streamline business operations.

- **Composite APIs:** These APIs allow developers to access multiple endpoints in one call. They are useful when a system requires data from various sources to perform a single task. For example, a travel booking site may use composite APIs to pull flight details, hotel availability, and car rental options all in one request.

The Role of APIs in the Indian Tech Ecosystem

In India, the tech ecosystem is evolving rapidly, and Application Programming Interfaces (APIs) have become the driving force behind many innovations. As more startups emerge and digital solutions are sought across industries, the demand for APIs is growing.

- **Fintech Sector:** The Indian fintech ecosystem heavily relies on APIs for various services, from digital wallets to lending platforms. As mentioned earlier, UPI is one of



- the most prominent API-based solutions, revolutionizing digital payments across the country.

- **E-commerce and Retail:** APIs have enabled e-commerce platforms to integrate various services like payment gateways, logistics, and customer support systems, making online shopping seamless and efficient for Indian consumers.

- **Healthcare:** The integration of APIs in healthcare is transforming patient management, telemedicine, and digital health records. For instance, APIs allow telemedicine apps to securely share patient data with doctors and hospitals, improving the quality of care.

- **Government Initiatives:** The Indian government's push toward digitization is also powered by APIs. The Aadhaar authentication APIs, for example, enable various organizations to authenticate users' identities securely. This has been particularly helpful in ensuring that benefits from government schemes reach the right individuals.

Challenges in API Implementation

While Application Programming Interfaces (APIs) offer numerous advantages, their implementation comes with its own set of challenges, especially in a diverse country like India:

- **Security Concerns:** With APIs acting as a bridge between different systems, the risk of data breaches increases. It's crucial to implement strong security measures like encryption and authentication to protect sensitive information.

- **Standardization Issues:** India, with its vast and diverse tech landscape, faces challenges in standardizing APIs across industries. Different companies and organizations may use varying API protocols, making interoperability a complex issue.

- **Bandwidth and Infrastructure:** Especially in rural areas, where internet connectivity is still catching up, APIs might not perform as efficiently. Ensuring smooth API functionality in regions with low bandwidth is an ongoing challenge.

The Future of APIs in India

As India continues its digital journey, Application Programming Interfaces (APIs) will undoubtedly play a crucial role in shaping the future. With the government's focus on building a robust digital infrastructure and the rise of digital-first startups, APIs will remain at the heart of innovation.

In the future, we can expect APIs to evolve further, with enhanced security features, better standardization, and broader adoption across industries. As artificial intelligence (AI) and machine learning (ML) gain traction, APIs will also play a vital role in integrating these technologies into everyday applications, from smart cities to autonomous vehicles.

Conclusion

In summary, Application Programming Interfaces (APIs) have revolutionized the way software systems communicate and operate, both globally and in India. As businesses and industries continue to innovate, APIs will remain a critical tool in driving digital transformation. Understanding APIs and leveraging their potential can unlock new opportunities for growth and efficiency, making them indispensable in the Indian digital ecosystem.

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TOP Business Summits to Attend in India in 2025

Business summits have become integral to the B2B ecosystem, serving as dynamic platforms where companies come together to connect, collaborate, and catalyze growth. These high-impact events offer unparalleled opportunities for networking with key decision-makers, industry leaders, and potential clients, laying the foundation for partnerships that drive business success. Furthermore, business summits are hubs of knowledge exchange, where participants gain valuable insights into emerging trends, innovative solutions, and market challenges, positioning themselves as thought leaders in their industries.

For brands and marketers, business summits offer invaluable chances to enhance visibility, establish trust, and showcase expertise. Through speaking engagements, sponsorships, and exhibits, companies can reinforce their market positioning and engage directly with a highly relevant audience. Moreover, summits serve as gold mines for content marketing, allowing marketers to create and share valuable content while nurturing leads with event-specific campaigns. In today's competitive business environment, these events empower companies to gather critical market intelligence, build strategic connections, and elevate their industry presence.

The Role of Business Summits in Fostering Innovation and Networking

Business summits are far more than just keynote speeches and panel discussions—they are ecosystems of growth and opportunity. These events bring together like-minded individuals, encourage collaboration, and present cutting-edge solutions to pressing industry challenges. By participating in such summits, businesses can stay ahead of trends, enhance their strategies, and build networks that drive long-term success.

India has quickly become a global hub for business and technology events, with its booming economy, innovation-driven policies, and commitment to digital transformation. As a result, business summits in India are gaining international attention and prominence, offering valuable exposure to global participants.

How Marketers Can Maximize the Impact of Business Summits

1. Boosting Brand Positioning:

Business summits provide a prime opportunity for brands to showcase their expertise and differentiate themselves from the competition. Speaking opportunities, sponsorships, and exhibits allow companies to reinforce their identity and engage with key industry players.

2. Content Marketing Powerhouse:

These events are goldmines for marketers looking to create valuable content. From live coverage and interviews to panel discussions and insights, marketers can repurpose content for blogs, social media, and email campaigns—driving brand engagement and positioning their organization as an industry authority.

3. Building Trust and Credibility:

Aligning with a reputable business summit enhances a brand's credibility. By participating in these high-profile events, brands earn trust among attendees, reinforcing their reputation as reliable, influential industry players.

4. Direct Engagement with Decision-Makers:

Summits provide rare, face-to-face opportunities with top decision-makers, enabling marketers to directly present their value propositions and forge lasting business relationships that can yield significant results.

5. Event-Specific Campaigns:

Marketers can design customized campaigns around summit participation, offering exclusive deals, personalized invites, or post-event follow-ups to enhance brand visibility and maximize ROI.

6. Community Building:

Business summits foster a sense of community among industry peers. For marketers, this is an opportunity to build and nurture relationships with customers, partners, and influencers, which can lead to long-term business collaborations.

Upcoming Business Summits in India in 2025

1. The BFSI Summit

What is the BFSI Summit?

The BFSI Summit is a premier event dedicated to exploring innovations within the Banking, Financial Services, and Insurance sectors. As one of the largest forums for industry professionals, the summit provides valuable insights into advancements, policy updates, and emerging trends shaping the BFSI landscape. With its rich history, the event offers a platform for industry stakeholders to share experiences, collaborate, and address the challenges facing the sector.

Key Highlights of the BFSI Summit:

This summit focuses on the future of banking, financial services, and insurance (BFSI), tackling crucial topics like:

Digital Banking:

Exploring innovations transforming customer experiences.

Financial Inclusion:

Strategies for extending banking services to underserved populations.

Fintech Innovations:

Showcasing emerging solutions in payments, lending, and wealth management.

Cybersecurity:

Addressing growing threats and building resilient financial systems.

Attendees will enjoy expert panels, interactive workshops, and unique networking opportunities with industry leaders and innovators.

Who Should Attend?

The BFSI Summit is ideal for banking and finance professionals, fintech innovators, and technology providers offering cutting-edge products for the BFSI sector.

Dates & Venue:

The BFSI Summit will take place on **January 17, 2025,** in **Mumbai.** Be sure to register early to secure your spot at this transformative event.

2. The Mint AI Summit

What is the Mint AI Summit?

The Mint AI Summit is a flagship event in the tech ecosystem, gathering inventors, scientists, and manufacturers to discuss the latest developments and innovations in artificial intelligence. Driven by Mint AI, this summit explores AI's potential across various industries, providing inspiration for tech enthusiasts.

Key Highlights of the Mint AI Summit:

The summit covers a range of cutting-edge AI topics:

AI Ethics:

Exploring responsible AI development.

Creative and business applications of AI models.

Using AI for data-driven decision-making and automation.

Insights into emerging technologies shaping the future.

Who Should Attend?

The Mint AI Summit is designed for AI enthusiasts, business leaders seeking AI integration strategies, data scientists, and tech startups showcasing AI-driven solutions.

Dates & Venue:

The Mint AI Summit will take place in **February 2025,** in **Delhi NCR.** Register early to be part of this exciting tech event.

3. She Slays Awards Summit

What is the She Slays Awards?

The She Slays Awards Summit celebrates the achievements of powerful women across various disciplines, recognizing their leadership in business, technology, and social justice. This event empowers women and highlights their significant contributions to society.

Key Highlights of the She Slays Awards:

Recognition of Excellence: Honoring women leaders from diverse fields.

Recognition of Excellence:
Honoring women leaders from diverse fields.

Empowering Conversations:
Panel discussions on leadership, entrepreneurship, and gender equality.

Networking Opportunities:
Connecting with influential women leaders, investors, and organizations.

Workshops & Masterclasses:
Practical sessions to inspire and empower attendees.

Who Should Attend?

The She Slays Awards Summit is perfect for women leaders, aspiring entrepreneurs, diversity advocates, and corporate professionals.

Dates & Venue:

The She Slays Awards Summit will take place in **March 2025,** in **New Delhi.** Early registration is open, so be sure to secure your place.

Why These Summits Are Must-Attend Events

- **Stay Ahead of Industry Trends:**

Both the BFSI Summit and Mint AI Summit offer a prime opportunity to stay up-to-date with the latest trends and technological advancements in digital banking, fintech, and AI.

- **Platforms for Knowledge-Sharing and Networking:**

These summits foster growth by connecting industry leaders and innovators. Attendees can exchange knowledge, experiences, and form valuable partnerships through expert panels, workshops, and informal networking sessions.

- **Insights into Latest Technologies and Market Strategies:**

Attendees gain access to cutting-edge technologies and business strategies that can shape the future of their industries. Whether it's digital transformation in banking or the use of AI in business, summits provide the tools and insights needed to stay relevant and innovative.

How Brands Can Leverage HT Media Business Summits in 2025

She Slays: Empowering Women in Leadership

For brands supporting diversity, equity, and inclusion, the She Slays Summit offers a powerful platform for visibility. Through sponsorships, speaking opportunities, and workshops, marketers can align their brand with the values of gender equality and workplace empowerment.

Mint AI: Driving Innovation with Artificial Intelligence

At Mint AI, brands can demonstrate their expertise in AI solutions through product demos, keynotes, and panel discussions. This summit offers an unparalleled opportunity to showcase innovation and generate leads from a highly engaged tech audience.

BFSI Summit: Targeting Financial Services Innovators

The BFSI Summit presents a unique opportunity for brands in the fintech space to position themselves as trusted partners in digital transformation, compliance, and customer acquisition. Sponsorships and expert-led sessions provide valuable visibility among key decision-makers in the BFSI sector.

Conclusion:

India's business summits in 2025 provide unparalleled opportunities for companies to showcase innovations, forge strategic partnerships, and position themselves as leaders in their respective industries. Whether focusing on fintech, AI, or empowering women in leadership, these events offer platforms to engage with key decision-makers, build brand visibility, and stay ahead of emerging trends. Attending or sponsoring these summits will provide businesses with the insights and connections needed to thrive in an ever-evolving and competitive market.

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